

Explore LED display and its verticals, Displays + Visual + Audio + Metaverse

LED
CHINA
2024

PALS
Asia

Pro Audio,
Lighting & Systems Asia



The World's Preeminent LED Exhibition

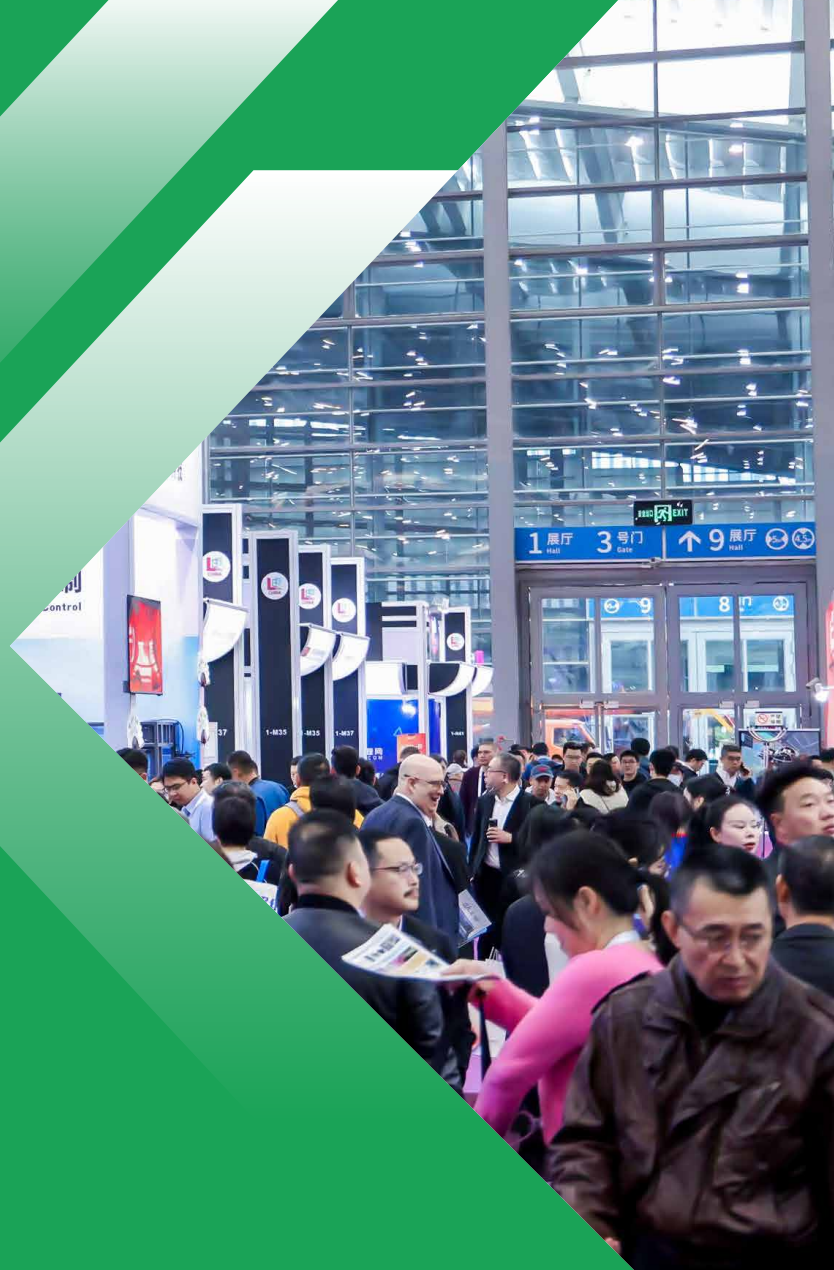
2024.2.26-28

Shenzhen Exhibition &
Convention Center, Futian District

Post-Show Report

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01

About the Organizer

Trust Exhibition is a professional exhibition organizer established in 2002, with over 20 years of experience. We have accumulated data on one million global buyers, including 400,000 overseas buyers from 219 countries and regions.

The company focuses on expanding global business opportunities and enhancing brand influence for enterprises in China and worldwide. It owns renowned exhibition brands - SIGN CHINA, LED CHINA, DS CHINA, and PALS Asia, held in Shanghai, Shenzhen, and Guangzhou. Situated in China, the world's largest manufacturing hub, these exhibitions serve professionals from the global industry and attract buyers from over 100 countries.

Among the exhibitions, LED CHINA and SIGN CHINA are the most international trade platforms in LED and sign industries. For 14 consecutive years, both exhibitions welcome overseas buyers from over 100 countries and regions.

21-Year Buyer Data Statistics

Attracting Buyers from over 100 Countries for 14 Years

Date	Venue	Domestic Buyers	Overseas Buyers	Countries
2003	04.02-05 Guangzhou	5,000	25	5
2004	03.26-29 Guangzhou	12,432	1,032	16
2005	03.11-14 Guangzhou	29,918	3,012	35
2006	03.03-06 Guangzhou	34,432	4,001	66
2007	03.19-21 Guangzhou	35,061	5,317	92
2008	03.04-06 Guangzhou	34,523	6,125	109
2009	02.28-03.03 Guangzhou	40,499	5,516	116
2010	03.02-05 Guangzhou	42,524	7,150	118
2011	03.01-04 Guangzhou	51,256	8,563	153
2012	02.20-23 Guangzhou	54,620	8,290	140
2013	03.01-04 Guangzhou	67,922	9,260	151
2014	02.23-26 Guangzhou	75,729	12,773	167
<p>From 2003 to 2014, LED CHINA and SIGN CHINA were jointly held in Guangzhou for 12 years. Starting in 2010, the organizer began hosting globalized exhibitions following a joint venture with UBM Group.</p>				
2015	09.16-19 Shanghai	24,337	5,129	113
2016	09.19-22 Shanghai	19,917	3,390	138
2017	09.20-22 Shanghai	27,992	4,653	118
2018	09.19-21 Shanghai	28,581	5,043	121
<p>From 2015, LED CHINA and SIGN CHINA started being held in Shanghai. In 2018, the merger of UBM Group and Informa Group created the world's largest exhibition group, leading to further upgrades in the exhibition brand.</p>				
2019	02.21-23 Shenzhen	20,968	3,071	104
2019	09.18-20 Shanghai	29,197	5,801	122
<p>Since 2019, LED CHINA has been mainly held in Shenzhen in February, with SIGN CHINA as the secondary focus. In contrast, SIGN CHINA has been primarily held in Shanghai in September, with LED CHINA as the secondary focus. To leverage the industrial bases in South China and East China, the organizer adopted a biannual approach, organizing exhibitions in both spring and fall each year.</p>				
2020	09.01-03 Shenzhen	15,040	167	31
2020	09.17-19 Shanghai	14,766	121	33
2021	04.14-16 Shenzhen	24,638	252	42
<p>In 2023, LED CHINA and SIGN CHINA were held for the first time after a 3-year epidemic.</p>				
2023	07.17-19 Shenzhen	29,690	1,211	88
<p>In 2024, LED CHINA returned as the year's first exhibition in China. Together with PALS Asia, both exhibitions welcomed overseas buyers from 112 countries.</p>				
2024	02.26-28 Shenzhen	35,869	4,191	112

02 2024 Exhibition Overview

LED CHINA 2024 concluded successfully on February 26-28, 2024, at the Shenzhen Convention and Exhibition Center, Futian District. This one-stop procurement event centered around LED displays and featured a wide range of products such as LED video walls, lighting, sound systems, stage equipment, AV system integration, commercial displays, digital signage, VR/AR, digital humans, LED Lighting and signage. It provided comprehensive audiovisual solutions for various sectors including advertising, entertainment, sports, broadcasting, and smart city planning. The exhibition also hosted several high-quality industry forums.

The three-day exhibition welcomed 40,060 professional buyers from 112 countries and regions, a 30% increase compared to the previous year (30,901 buyers in 2023). Among them were 35,869 domestic buyers and 4,191 overseas attendees, representing a significant 246% growth in international buyers compared to the previous year (1,211 buyers in 2023). LED CHINA returned as the industry's first exhibition of the year in China, celebrating its 19th anniversary. It has maintained its position as one of the top global brand events in the industry, attracting buyers from over 100 countries for 14 consecutive years and gaining recognition worldwide.

Co-Located Events



Pro Audio, Lighting & Systems Asia 2024



35,000+m²
Exhibition Area



1,000+
Brands



50+
Conferences



40,060
Total Buyers



4,191
Overseas Buyers



112
Regions of buyers





03 2024 Partial Exhibitors

LED Display



Pro Lighting, Audio, and AV Systems Integration



Metaverse, VR and AR



* In no particular order



2024 Buyer Data Analysis



Total Buyers

40,060



Overseas Buyers

4,191

10.46%



Domestic Buyers

35,869

89.54%

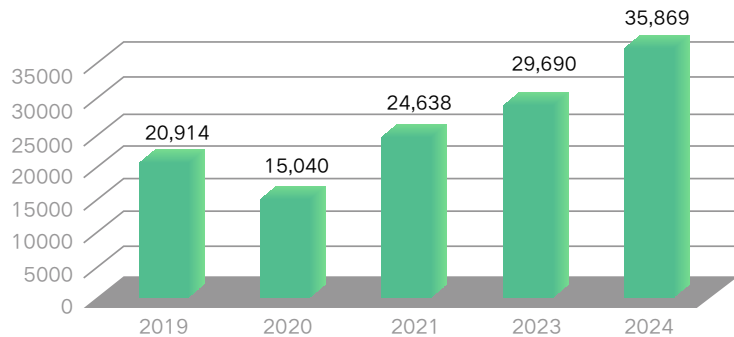


Regions of Buyers

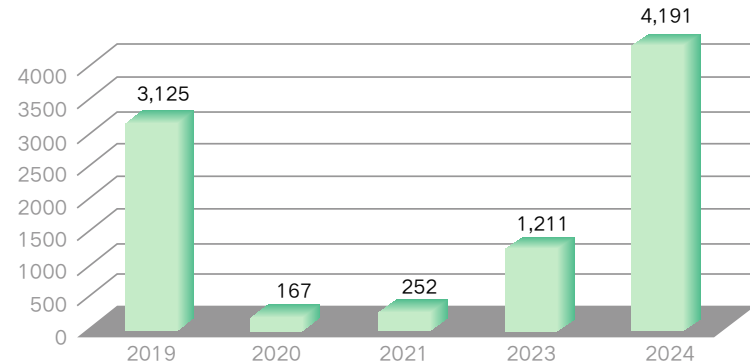
112

Year-on-Year Growth from 2019 to 2024

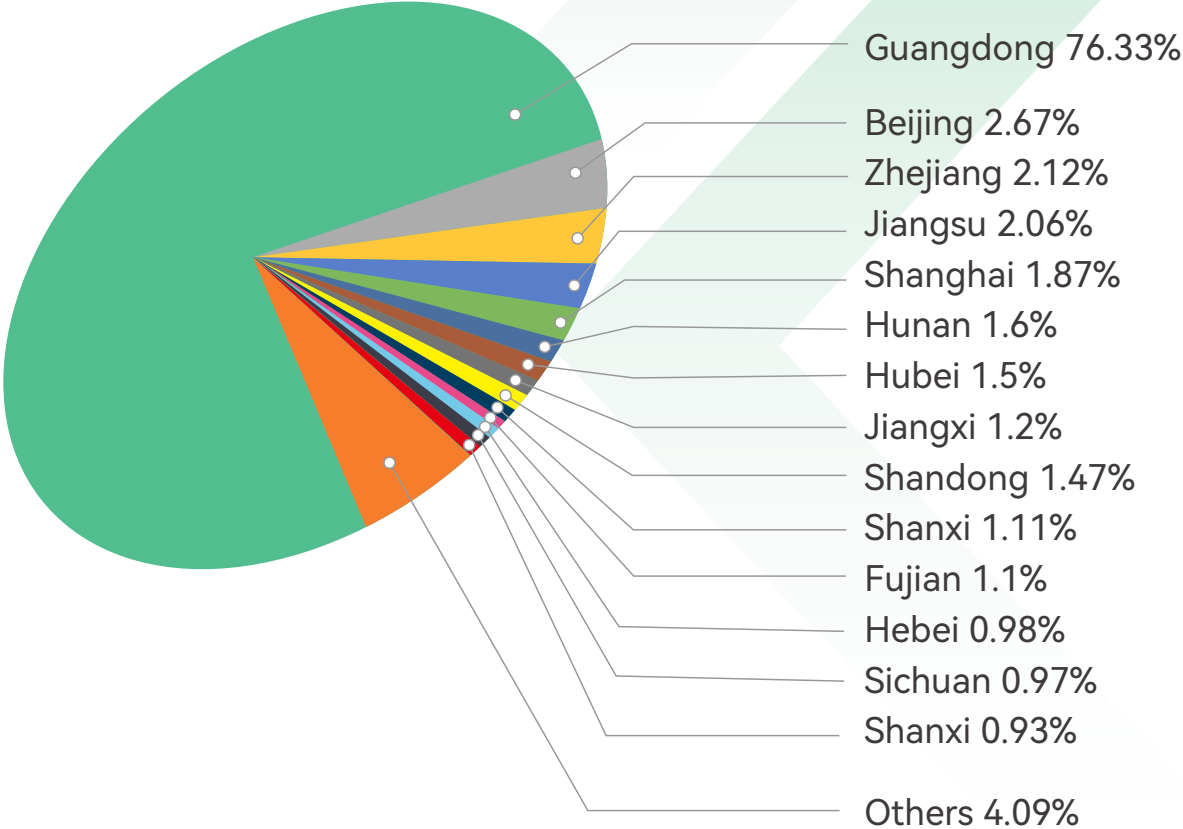
Domestic Buyers



Overseas Buyers

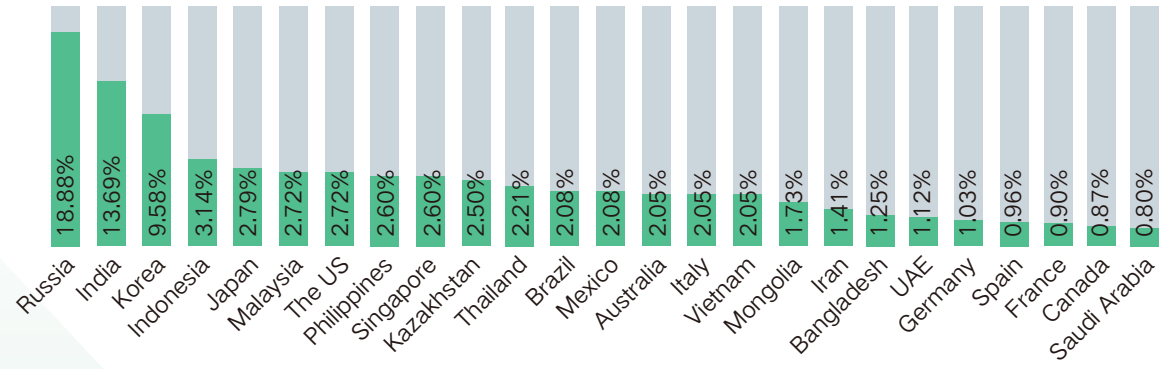


Geographic Analysis of Domestic Buyers

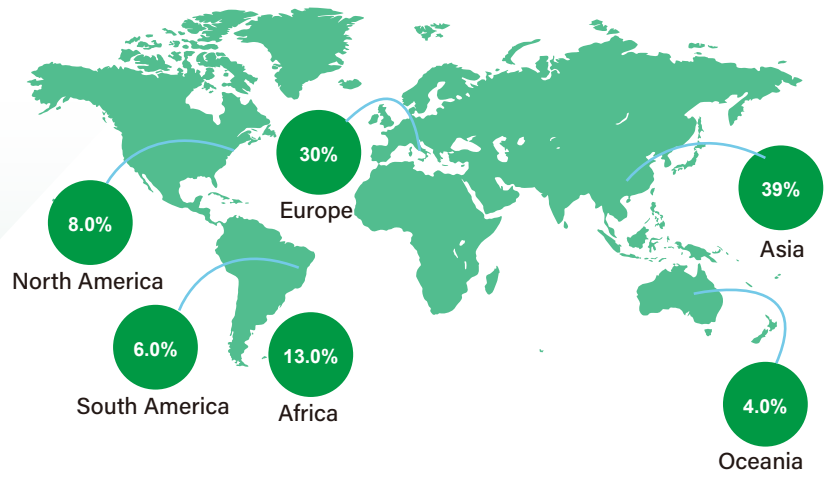




Top 25 Regions Ranking of Overseas Buyers

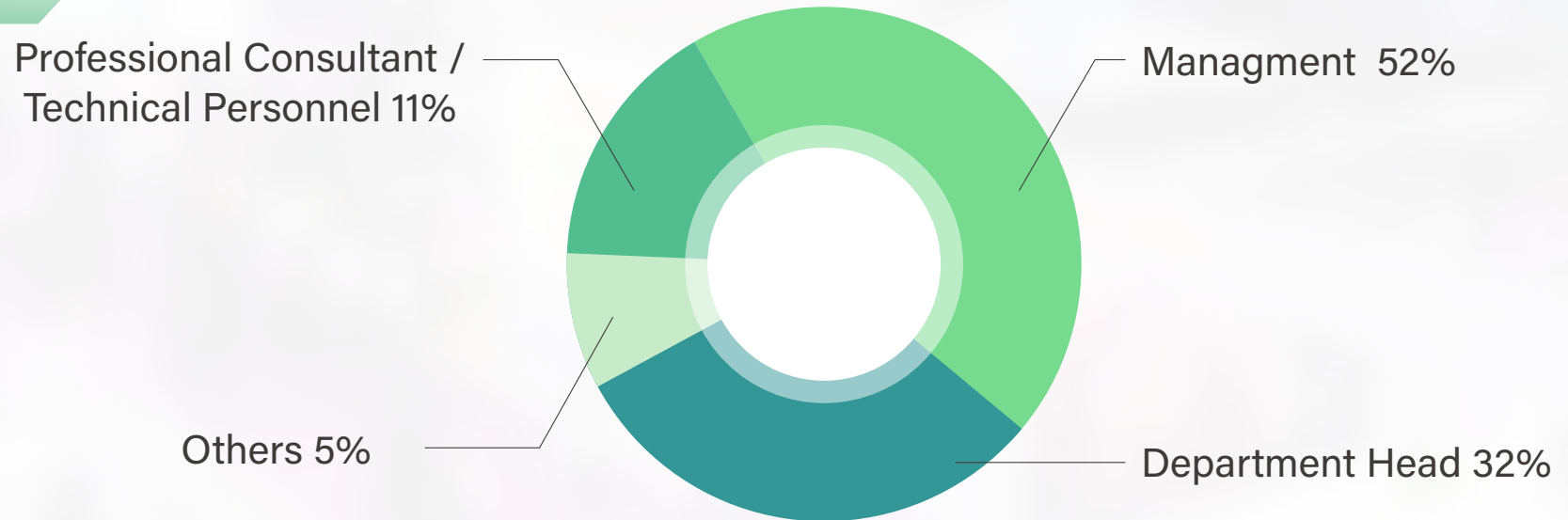


Regional Distribution Analysis of Overseas Buyers



Analysis of Buyer Composition

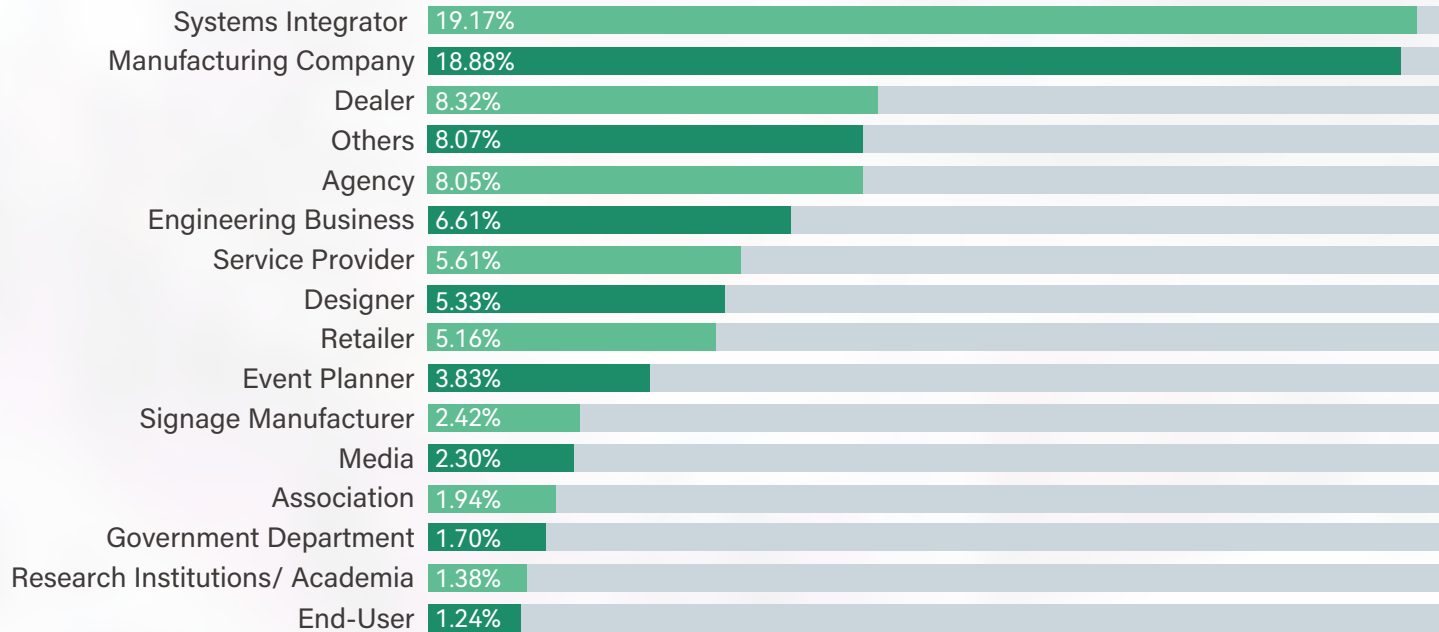
Job Titles



Buyer Business Nature

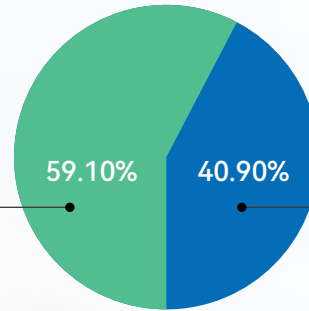
Nature of Business

Proportion

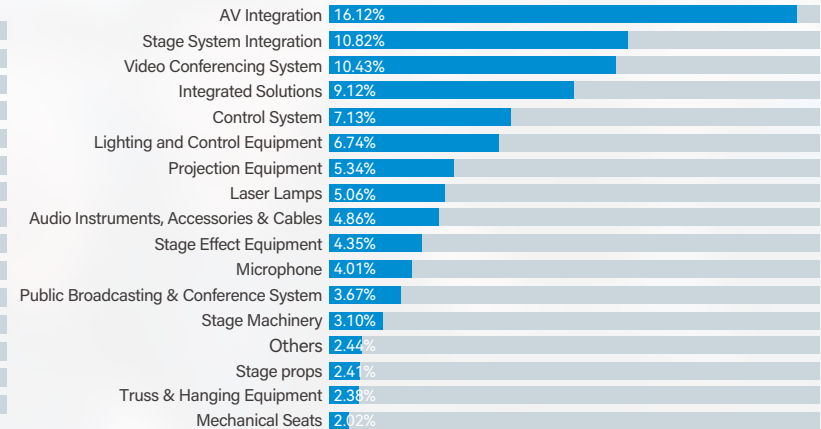
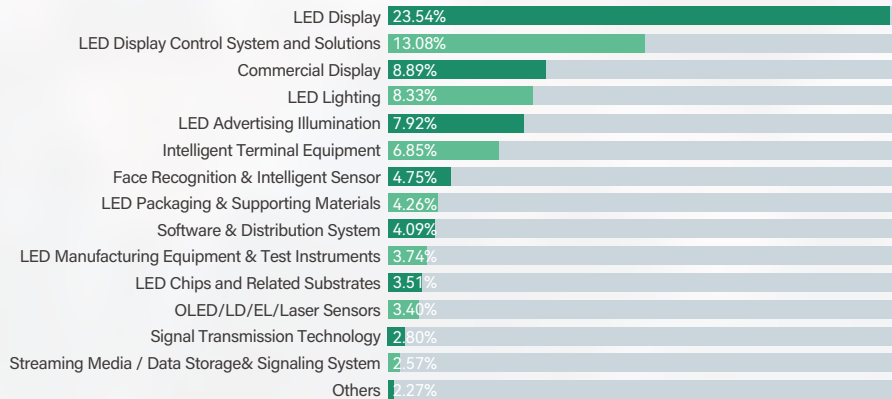


Buyer Procurement Intention Analysis

LED Display, Commercial Display, Digital Signage, and LED Lighting, etc.



AV Systems Integration, Stage Lighting, and Audio, etc.



05 Exhibitor Comments



Yang Qingnan, Regional Manager of Foreign Trade Center of XIAMEN QIANGLI JUCAI OPTO-ELECTRONIC TECHNOLOGY CO., LTD.

During the exhibition, we received a lot of new customers and old friends. We also saw a lot of new technology and new products. We will continue to participate in such an excellent exhibition.



Zhang Jun, President of SHENZHEN GUOJIA OPTO TECHNOLOGY CO., LTD.

We hope that we can promote the brand of GUOJIA OPTO and our products to the world through LED CHINA, so that more buyers around the world will know more about China, and our Chinese products will be sold to every corner of the world.



Wang Zhiyong, Business leader of SHENZHEN MENPAD TECHNOLOGY GROUP CO., LTD.

The most notable feeling of these two days is the obvious increase in the number of overseas buyers compared to last year. About 80% of our customers are overseas buyers, maybe even more, and we are very happy with the growth of overseas customers this year. Since July last year, we have gained a lot of quality overseas customers, including those from Spain, Japan and the Middle East. LED CHINA is very helpful for customer development, so we will continue to participate in it!



Wang Wenping, General Manager of SHENZHEN SHOWTECHLED CO., LTD.

This is our fifth time to participate in LED CHINA. The exhibition has a significant flow of people overall, because today we see a lot of old friends from abroad. At the same time, we also see a lot of new foreign friends joining us, especially from countries where along the Belt and Road.



Song Hongqin, Sales General Manager of SHENZHEN WANGUO DIGITAL TECHNOLOGY CO., LTD.

We have participated in LED CHINA for several consecutive sessions, and each time the harvest is full. LED CHINA has helped our products enter the international market and brought good benefits, so we will not miss to participate in this exhibition.



Shi Feng, Director of Market Development Department of CHAINZONE TECHNOLOGY (FOSHAN) CO., LTD.

LED CHINA is a professional exhibition in LED display industry, which attracts a lot of professional overseas and domestic suppliers and customers. Over the years, Trust Exhibition has made significant efforts in promoting their exhibitions internationally, so there are a lot of overseas buyers coming to the exhibition. The buyers who come to our booth can be said to be endless, I hope we can be a more permanent partner.

06 Exhibitor Comments



This is the first time for our company to participate in this exhibition, and we saw a lot of high quality products. We have participated in the organizer's SIGN CHINA a few times before, but the focus of the two exhibitions was different, and this time we were very surprised.

Buyer from Melbourne, Australia



LED CHINA was the first show I attended in China. In terms of value and technology, screens made in China are beyond the reach of manufacturers from other countries. Therefore, I purposely came to learn more about LED display and solid mount LED screen products.

Buyer from Canada



The technologies presented by LED CHINA exhibitors are very innovative. As an entrepreneur, I hope my products to leave a deep impact on my customers, which requires new technologies. The new technologies presented by the exhibitors at LED CHINA can only be seen in Shenzhen, China, so I attend LED CHINA every year.

Buyer from Burundi, East Africa



We read online that LED CHINA is a show that converge new products in the industry, so a few of us came together to visit. We saw many LED, AR, and VR products that are not available in the Philippines, talked to many excellent Chinese manufacturers, and have made plans on which products to purchase.

Buyer from the Philippines



We believe that LED CHINA is the largest exhibition for the industry in China, which helps us to expand our business and market.

Buyer from Italy



The LED market in China is very large. LED CHINA is the first exhibition I have attended in China. The reason I chose it is because I can find good quality hotel LED displays here, and some other products are also very good.

Buyer from New Delhi, India

07 Co-located Conferences

Dozens of high-quality industry conferences, held concurrently with the exhibition, help industry players observe new trends and grasp new changes!



BOE MLED Global Promotion Conference
—The excellent screen display with full effect



The 6th Mini/Micro LED Display Industry Conference · Backlighting Applications



Metaverse and Digital People Innovation Conference · Web3.0 Eco-Conference





Metaverse and Digital People Innovation Conference · Content & Application

08 Global Promotion

50+ Global Professional Media Partners

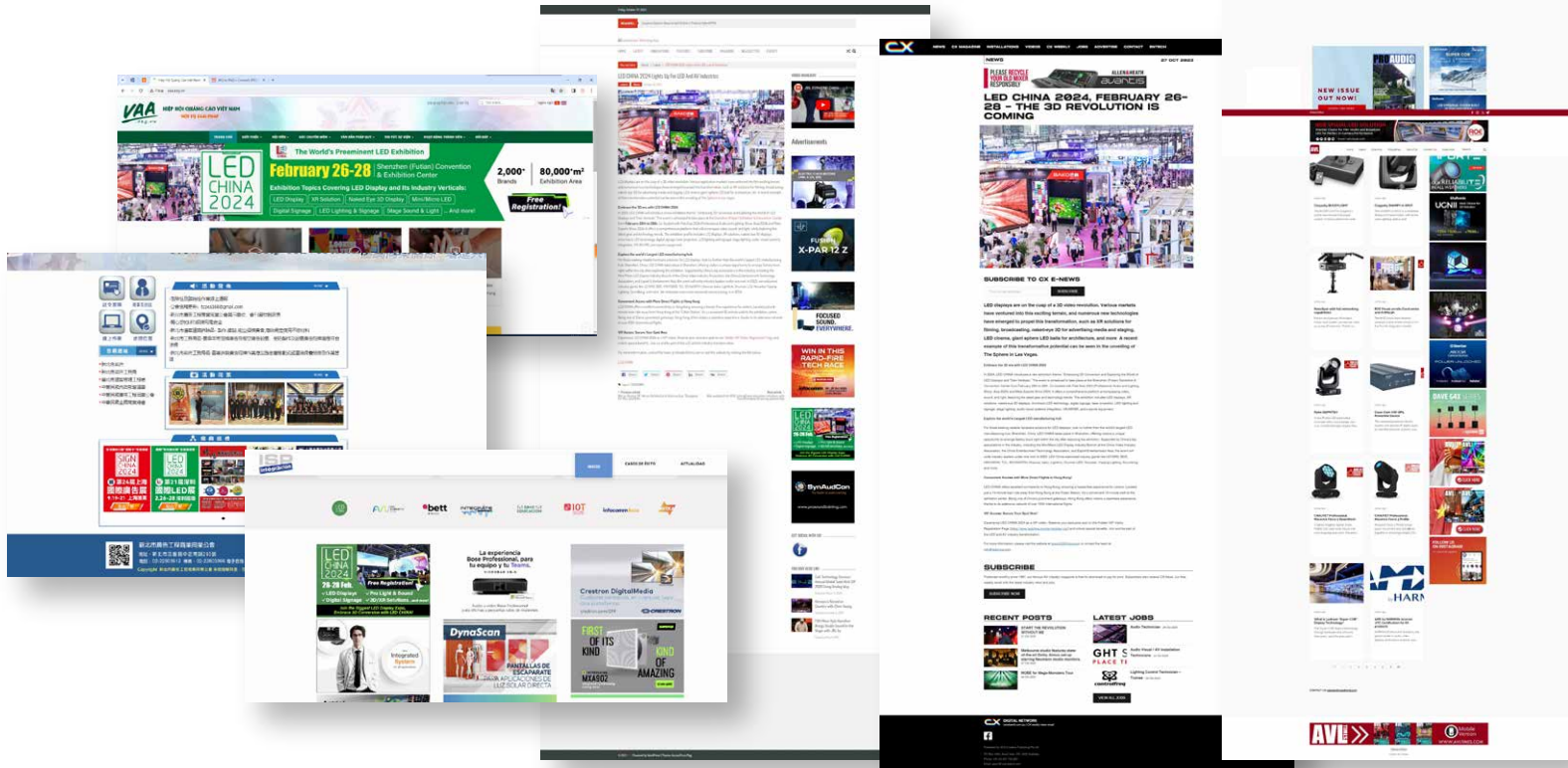
					
					
					
					
					
					
					
					

08 Global Promotion

100+ Domestic and international mainstream media professional reports, including newspapers and magazines, city websites, WeChat, etc.



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100+ Domestic and international mainstream media professional reports, including newspapers and magazines, city websites, WeChat, etc.



08 Global Promotion



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SLDA Annual Meeting,
Shenzhen, China
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HuiCong LED Display Industry
Brand Event, Shenzhen, China
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Print Technology 2023,
Malaysia
- 📍

IBC 2023,
Netherlands
- 📍

Bangkok Ad & Sign Expo 2023,
Thailand
- 📍

ISE 2023,
Spain
- 📍

DSE SHOW 2023,
Las Vegas, USA
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LDI SHOW 2023,
Las Vegas, USA
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KOSIGN 2023,
Korea

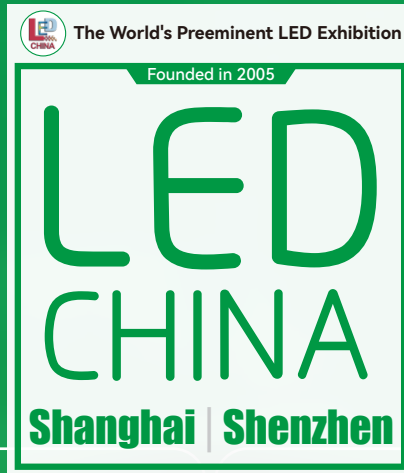
09 2025 Prospect

The Ultimate Industrial Gathering
for Global Sign and Digital Signage

LED CHINA 2024 · Shanghai

19-21 September, 2024

Shanghai New International Expo Centre

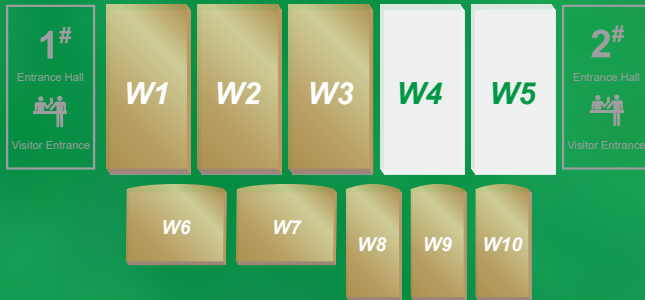


The World-Class Audio-Visual Fest integrating
LED Displays and its industry Verticals

LED CHINA 2025 · Shenzhen

17-19 February, 2025

Shenzhen Convention & Exhibition Center,
Futian District



Exhibition Scale **60,000+m²** Exhibition Area **2,000+** Brands **100+** Regions of Buyers
*Above are projected figures



Exhibition Scale **80,000+m²** Exhibition Area **2,000+** Brands **100+** Regions of Buyers
*Above are projected figures

Co-located Events

Co-located Events





See You Next Year

17-19 February, 2025


Shenzhen Convention & Exhibition Center,
Futian District

Take Advantage of the New Year's Peak Sourcing Season!



Stay tuned for more information!

Trust Exhibition

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